



KOBRAND

FINE WINE AND SPIRITS

Since 1944

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**Kobrand Corporation enhances its fine wine and spirits portfolio
with the purchase of Joto Sake LLC, a marketer of a premium portfolio of Japanese Sakes.**

December 12, 2016 (Purchase, NY) — Kobrand Corporation, a leading wine and spirits importer with a distinguished portfolio of hand-selected brands from around the world, is proud to announce the purchase of Joto Sake LLC (Joto), becoming the exclusive US marketing representative and importer of a group of premium, multi-generational and family-owned Japanese breweries producing artisanal Sakes. Kobrand will begin marketing the Joto portfolio effective January 1st of 2017.

Founded in 2005 by Henry Sidel, Joto Sake has developed an excellent reputation in the wine and spirits industry for its highly selective portfolio, authentic but accessible packaging, education-driven marketing, and strategic distribution. Joto means “highest quality” in Japanese and is the level to which the company has aspired in all areas. In its twelve years of business, Joto has only selected eight breweries to import. These jizake (craft) breweries produce in small batches, using locally grown rice and rice varietals. Most of them are brewmaster-owner companies, representing different regions of Japan, some major sake-producing areas and some with only a few breweries. Despite its focused approach, Joto’s portfolio represents a wide range of flavors, styles, and types. The Joto portfolio proudly includes Eiko Fuji, Huchu Homare, Izumo Fuji, Marumoto, Nakao, Saiya, Tajima and Tomita Breweries, as well as the Joto Sake brand. These eight brewers bring rich and wonderful Sake making histories to the Kobrand/Joto portfolio, representing an amazing 67 generations and 1,520 years of family Sake producing history, culture and expertise.

According to Bob DeRoose, President and CEO of Kobrand Corporation, “As a premier fine wine marketer with a reputation of expertise and strength in the on-premise channel we have monitored the growth in Japanese cuisine and restaurants taking note of the stellar reputation that Joto and its portfolio enjoyed in the market and saw in Joto a turn-key solution to dive into the category with a saké portfolio reminiscent of our own wine portfolio from the perspective of quality of product and quality of people, namely the eight family owned, multi-generational breweries in Japan that work hand-in-hand with Joto. These brewers and the team at Joto have the same commitment to quality and excellence that Kobrand has proudly taken to market for the past 73 years.” According to Henry Sidel, President of Joto Sake LLC, “From the moment I developed the vision for Joto Sake, I had Kobrand as a model for our business. As I traveled the country, worked with our distributors, and built our business, I only saw more deeply what a great company Kobrand is. We are thrilled to have Kobrand’s values, expertise, loyalty, discipline, and history take Joto Sake into its next major chapter. This is nothing short of a watershed moment for the sake category, as well. To have a wine company of Kobrand’s stature take such a strong position on the category shows the incredible strides we have taken and the potential of Sake. It is a tremendous honor for our brands and our business to join the ranks of Kobrand’s amazing portfolio and history.”

About Kobrand Corporation

Kobrand Corporation was founded in 1944 and to this day remains one of the few family-owned wine and spirits companies. Kobrand's portfolio of wine and spirits was meticulously selected according to a single, unerring principle: quality. This continued focus has made the Kobrand name synonymous with wines and spirits of the highest caliber for almost 75 years.

Kobrand is the exclusive agent for an outstanding selection of fine wines, including from France: Maison Louis Jadot, Château des Jacques, Domaine Ferret, Domaine Zind-Humbrecht, Champagne Taittinger, Château Mont-Redon, Château d'Aquèria, Bouvet-Ladubay, Michel Redde et Fils and Maison Saleya; from California: Cakebread Cellars, Sequoia Grove Winery, St. Francis Winery & Vineyards, Domaine Carneros and Foley Estates Vineyard and Winery; from Italy: Medici Ermete, Tenuta San Guido (Sassicaia), Tenuta Sette Ponti, Tenute Silvio Nardi, Tenuta La Fuga, Tenute del Cabreo, Tenuta di Nozzole, Tenuta Campo al Mare, Tenuta TorCalvano, Spalletti, Masi Agricola, Michele Chiarlo, Medici Ermete, Tenuta di Salviano, Agricola Punica, Feudo Maccari, Fernando Pighin and Figli, Bollini and Caposaldo; from Spain: Bodega Don Olegario and Poema Cava; from Argentina: Alta Vista and Barda by Bodega Chacra; from Chile: Altamana; from New Zealand: Craggy Range Winery and Infamous Goose; from Portugal: Taylor Fladgate, Fonseca and Croft; from Oregon: Resonance and from Washington State: Mullan Road and finally our Global brand: The Seeker. As well as the prestigious spirits of Alize, and the craft spirits portfolio, including from France: Delamain Cognac, Larressingle Armagnac, Belle de Brillet and L'Héritier-Guyot; from Italy: Tia Maria and from Martinique: Depaz Blue Cane Rhum Agricole.

About Joto Sake

Joto Sake is a division of Kobrand and is the exclusive agent of an outstanding selection of premium Sakes including the Eiko Fuji Brewery (the brewer of the Eiko Fuji brand), the Izumo Fuji Brewery (the brewer of the Izumo Fuji brand), the Huchu Homare Brewery (the brewer of the Watari Bune and Taiheikai brands), the Marumoto Brewery (the brewer of the Hou Hou Shu and Chikurin brands), the Nakao Brewery (the brewer of the Seikyo and Maboroshi brands), the Saiya Brewery (the brewer of the Yuki No Boshu and Yuri Masamune brands), the Tajima Brewery (the brewer of the Fuku Chitose brand) and the Tomita Brewery (the brewer of the Shichi Hon Yari brand), as well as the Joto Sake brand.

More information on Kobrand is available at <http://www.kobrandwineandspirits.com> and more information on Joto is available at <http://www.jotosake.com>.